THE BIG B

BONANZA AIR LINES

JULY 1959

THE BIG "B"

THE MAGAZINE OF BONANZA AIR LINES

JULY 1959

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Edited by David Beattie, Director of Printing and Publications

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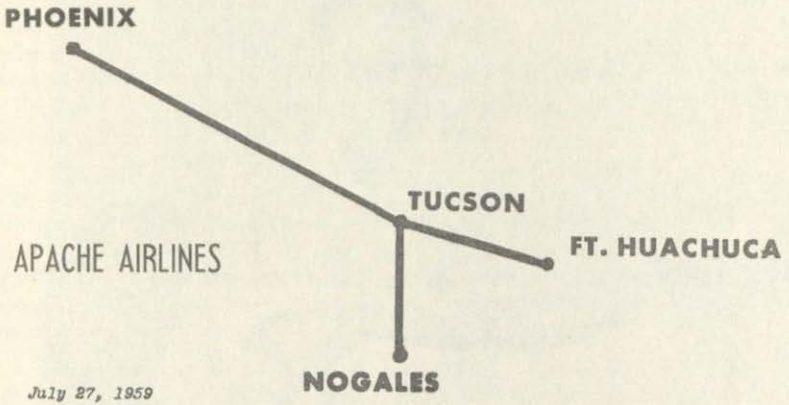
BONANZA AIR LINES

COVER PHOTO---Looking over the tailpipe of a Rolls-Royce jetprop engine are Bonanza Lead Mechanic John Horvat and Inspector Pancho Calderon. Occasion was first regular engine change on a Silver Dart, at Bonanza's Las Vegas maintenance base.

BONANZA TO ACQUIRE APACHE AIRLINES



July 27, 1959

BONANZA FILES APPLICATION FOR APACHE ACQUISITION

Application for the acquisition of Apache Airlines by Bonanza Air Lines has been filed with the Civil Aeronautics Board, it was revealed today by Edmund Converse, president of Bonanza.

The agreement provides for the delivery of 100% of the capital stock of Apache Airlines, which is now owned or controlled by M. L. Clements of Tucson, Arizona, to Bonanza Air Lines, Inc., in exchange for in excess of seventeen thousand shares of the capital stock of Bonanza.

If the agreement between Bonanza and Apache, which was announced earlier this month, is approved by the CAB, it will result in the consolidation of Apache Airlines' routes Phoenix-Tucson, Tucson-Ft. Hauchuca and Tucson-Nogales into Bonanza's air route system.

Bonanza intends to provide propjet Silver Dart service to the communities now being served by Apache. This would provide direct one-plane service between Tucson and other Apache points to Las Vegas and Reno, and one-carrier service between Apache points and Salt Lake City.

M. L. (Babe) Clements, present operator of Apache Airlines, has agreed to remain as operations director of the Apache division of Bonanza for a period of three years, if the CAB approves the acquisition agreement.

Bonanza has agreed to retain all Apache employees, including pilots, that it can absorb into its system.

BONANZA NAMES ASSISTANT TREASURER

Thomas J. Van Bogart has been appointed Assistant Treasurer of Bonanza Air Lines, Las Vegas, Nevada, according to an announcement made today by Robert J. Sherer, Treasurer of Bonanza. Mr. Van Bogart was a senior accountant for some years for the Los Angeles office of the nationally known public accounting firm of Peat, Marwick, Mitchell & Co., and is a Certified Public Accountant.

A long-time California resident, Van Bogart graduated from high school at El Monte in 1946. He served two years with the U.S. Marine Corps, then attended University of Southern California, where he majored in Accounting, graduating magna cum laude with a Bachelor of Science degree in 1953. He was employed by Peat, Marwick, Mitchell & Co. from August, 1953, until coming to Bonanza.

Van Bogart's hobbies include boating, water-skiing and winter sports. He is Treasurer of the Los Angeles Boat and Ski Club. Single, he presently resides at the Maryland Park Manor Apartments in Las Vegas.

OCEANSIDE INAUGURAL SET

Air service to Oceanside, California, will be inaugurated by Bonanza on July 15th, according to Bernie Novia, Superintendent of Stations. Two trips a day are scheduled, the stop being added to present DC-3 flights 22 and 23.

Oceanside, and its adjacent communities, will be served through the Palomar Airport. Raymond Vaughn has been named manager of the new station.

BONANZA RECEIVES SPECIAL RECOGNITION FOR ANNUAL REPORT

It has been announced by Financial World, a national investment and business weekly magazine, that Bonanza is the recipient of a Merit Award for "distinguished achievement in Annual Reporting." According to Financial World, the award to Bonanza was in recognition of the excellence of Bonanza's 1958 Annual Report to shareholders.

Award-winning annual reports by various types of corporations were selected on the basis of content, design and typography from among some five thousand entries in the 19th annual report survey conducted during 1959 by an independent board of judges. Annual reports are selected that measure up to predetermined standards generally recognized by security analysts as essential for such a financial accounting.

The award to Bonanza was particularly significant in view of the fact that Bonanza's 1958 Annual Report was the first annual report to be published by the company inasmuch as Bonanza only became a publicly held corporation in June of 1958, after a public stock issue managed by the investment banking firm of William R. Staats & Co.

REPS POUND PAVEMENT IN RENO SALES SURVEY

The Nevada cities of Reno, Sparks and Carson City were the scene of a recent all-out three day survey, July 7, 8 and 9, by General Sales Manager Larry Decker and five of Bonanza's District and Regional Sales Managers. All places of business in the three areas were covered, mostly on foot, and some two thousand persons interviewed.

Taking part in this lightning operation were Phil Mench, Reno DSM; Bob Czerny, Salt Lake RSM; Bob Murray, Los Angeles RSM; Bruce Ryan, Phoenix DSM; Lee Fuson, Flagstaff DSM; and Decker.

Results of the survey, according to Decker, were even better than expected. In addition to gaining an excellent view of the travel pattern of the three surveyed cities, the Sales Department was able to better acquaint the people interviewed with Bonanza's services, direct and indirect.

AIR TRANSPORT . . . Fastest growing US industry

Air transportation is the nation's fastest growing industry, according to a recent Department of Commerce report. A recent study by the Office of Business Economics, covering selected U.S. industries, indicates a steady upward trend of about 25% per year since 1929, slowing slightly to some 10% per year in the past decade. The rate of increase in 1957-1958 was considerably smaller than other recent years due to long work stoppages by several trunk carriers during normally busy times.

LOOK DAD, NO BOOTS . . . (Colorado papers please copy). Certain unsuccessful picnicking horsemen were put to shame by Leota Hight (Personnel), who is shown above in a demonstration of bareback riding. (Her back.)

PICNIC . . . Why weren't you there?

An excellent time was had by all . . . all that were present . . . on June 27, at the Bonanza Buzzin' Bees Picnic. Held at Bonnie Scott's Picnic Ranch in Red Rock Canyon, west of Las Vegas, the event was perfect in detail and planning. The beer was cold, the hot dogs hot, the weather perfect. Missing were a sufficient number of Bonanza employees. Only some scant few dozen people showed, a bitter disappointment to Buzzin' Bee president Pete Hartley, VP Leo Stec, and other BB dignitaries who had put a good deal of TLC (that's Tender Loving Care) into the arrangements.

PICNIC PIX — Left, the pool at Bonnie Scott's Picnic Ranch. Right, aside from a spill or two, horseback riding offered pleasant diversion. Shown here are Gary Bondurant, son of Suds Bondurant (Stores), and his friend Kenny Honeycutt.

Left, Chuck and Alicia Driskill relax at poolside. Right, Kingpin of operation was camera shy Buzzin' Bee President Pete Hartley.

Left, a view of the bar, with R. Rogers seated at the 88 keys. Right, a glass of native herb tonic changes hands.

BONANZA BALL TEAM TAKES THE FIELD...

SLUGGER — Above action sequence was shot during the June 19 game with the Nevada Test Site Bombers. Second Baseman Tillie Halls steps to the plate . . . gets set . . . lets one by . . . and POWIE . . . Mr. Halls disappears in a blur down toward first. Note frantic effort of pitcher to snare the ball. Tillie got two bases on that one, but NTS beat us anyway.

Softball fans are reminded that the 1959 season is well under way in Las Vegas, with Bonanza's team taking an active part. Playing under the auspices of the Las Vegas Municipal Softball Association, the group's first game was with the EG&G team, on June 2. We lost, 4-1.

So far in the season (to June 25th) Bonanza has won one, lost four. Next game will be with the Millers High Life group, reputedly the city's toughest. The schedule for the remainder of the season is as follows:

June 25	Miller's High Life	July 23	Sports Liquors
*July 1	Nellis AFB	*July 25	NTS Bombers
*July 2	Coo-Coo Club	*July 30	Miller's High Life
*July 8	Peccole Insurance	*Aug. 5	Coo-Coo Club

July 14	E. G. & G.	Aug. 8	Nellis AFB
*July 16	El Morrocco Club	Aug. 11	Peccole Insurance

August 14—Playoffs Begin

All games are held at Squires Park, in back of the Post Office. Game times on dates marked (*) are 9 p.m., all others at 7 p.m.

Support of Bonanza employees and their families is earnestly requested. In addition to being an exciting evening's entertainment, a sharp, well-cheered ball team is a part of the good community relations of Bonanza or any other company.

Frank Smith, team manager, has supplied a lineup of the 1959 team, as follows:

Paul Beach – Pitcher
Lowell McDonald – Catcher
Sumpter Bondurant – 1st Base
Tillman Halls – 2nd Base
Melvin Bartz – 3rd Base
Harold Taylor – Shortstop
Les Payne – Left Field
Ernie Winn – Center Field
Joe Kooyman – Right Field

Substitutes

Kenneth Coats
Ray Sellwood
Don Gilday
Paul Burrows
McDermitt
Frank Smith

OPERATION ALKA-SELTZER – Graphically portrayed above is one girl's reaction to a well-known brand of fizzing headache remedy. Mary Ann Seaver, LASGO, views with doubt, drinks . . . and feels better already, thanks.

AIRBORNE WEDDING

The cabin of a chartered Bonanza DC-3 was the scene of a young couple's dream come true recently, when Army Captain Glenn Rogers and Miss Josephine Covington were joined in holy wedlock at 11,000 feet over Las Vegas. Officiating at the ceremony, held June 28, was Rev. Henry Toews, of the First Baptist Church of North Las Vegas.

Captain Rogers, an Army pilot, is shown above triumphantly bearing his bride from the aircraft. Pelting rice on the happy pair are, from left, Bonanza Agent Bob Dawes, Best Man Robert Melendrez, Matron of Honor Mary Melendrez, Bonanza Hostess Kay Crum, and Agent Carey Burke.

Crew of the wedding flight: Captain Eidson, First Officer Shaner, Hostess Ulibarri. Also present was General Sales Manager Larry Decker, who presented Capt. and Mrs. Rogers with a Bonanza flight bag and other mementoes.

reports

News by, of, and for Bonanza employees. If you have an item of interest contact your local correspondent, station manager, or send contributions direct to the Editor.

LAS VEGAS — BY R. DAWES

The summer months have wrought many changes in the Las Vegas station, among them being the forthcoming vacations. George Gragg (lead agent) has just returned to the station after a tour of the Swiss Alps and several of the other countries including Paris, France, and Venice, Italy. As he deplaned from his fabulous vacation, he was easily picked out since he was the only passenger with an Alpine horn and a Gondola under each arm.

Some of the other agents in the station are also looking forward to vacations and among them are J. Carey Burke and Stan Kohnhorst, who, at this time haven't stated exactly where they will go, but are assured of having a good time.

The agents of Las Vegas, having put in a very hard month in June, are happily welcoming the new agents, who have come to assist in keeping the flights on schedule. They are most welcome and the names are as follows: John James, Tim Gaerntner and Eddie Pomerenk.

Another important personage arriving in the Las Vegas station, was Leo Stec, out of the hot Imperial Valley, who will lead the Las Vegas station on to better boarding records. It is quite evident that though having been here only a short time, he has acquired a great number of new friends and we in the Las Vegas station want to wish him welcome.

Reservation and space control have added a few new persons since the last time you heard from us, among them being Pat Haley, Katie Heising, Merle Wood and Ma Stover, who has returned to the Las Vegas station, from PHX.

As soon as we are able to rewire the new electric carts for higher speeds, we will challenge the other stations to drag races. All kidding aside, the new carts that have been received here have been a great deal of help in getting loads in and out of the new planes.

Jan (Van Boxtel) Dunham recently left Res. to perform a much different duty, that being taking care of her new baby girl. Needless to say, both parents are very happy and proud.

Jan Mall of Res. will be leaving shortly to add a new one to her family, also, and I won't mention what they are hoping for, so we won't see the wrong one show up, although I'm sure that either one will be very welcome.

That's all for the Las Vegas station for now, but stop up here in Las Vegas sometime and say hello, and if you plan to see some of the hotels, be sure and keep Las Vegas green, bring money.

FLIGHT DISPATCH

By KEITH HANSEN

Vacation season is with us once more. Ralph Keele spent part of his vacation cooling off in the mountains of Utah. Vern Varcoe has been touring Europe so he should be able to bring us up to date on the latest happenings over there. I think Bob Peusch probably has the right idea, he spent a week of his vacation just resting at home. Yours truly spent his time off visiting back in Nebraska and Iowa. The natives back there tell me I was back there during the monsoon season and I believe it. What with the constant rain and a couple of near misses with tornadoes, it was quite a relief to get back to *sunny* Nevada.

Thought you might be amused by a ship and radio report we received on the teletype the other day. The write up was "Green 80 F Inop". Can you figure it out? And then we had one some time back "The Hominy Inop".

May 21, 1959

Edmund Converse, President,
Bonanza Air Lines, Las Vegas, Nev.

We wish to tell you how helpful Leo Stec has been to us in Imperial Valley. We consider him a real asset not only to Bonanza, but also to our valley. While we hope him every success in his new work, we did want you to know that we are sorry to lose him, and wish to congratulate Bonanza on having personnel of the type of Leo Stec. Regards.

Fox West Coast Theatres,
Bill Dumond, Manager

May 25th, 1959

Bonanza Air Lines
P. O. Box 391
Las Vegas, Nevada

Gentlemen:

Just a short note to let you know how much we appreciated your station manager, John Hays, in Phoenix holding your plane for us to make a connection due to no fault of our own. Of course, Bob Froehl, manager of the Valley Ho called and I still want to let you know how much we appreciated it. Your station manager was very courteous, and the fact that the vault at the hotel would not unlock was no fault of ours is the only reason that they held it, however, we still appreciate it.

Yours very truly,
J. Collier Hurley,
Houston, Texas

June 15, 1959

Bonanza Air Lines,
International Airport,
Los Angeles, California.

Gentlemen:

On June 6, 1959, I rode your airplane from International Airport at 6:15 A.M. to Phoenix, Arizona, and I must say that it was about the most pleasant airplane ride which I have had for a long time.

In the years gone by Airline employees made great strides by practicing simple courtesy, but, as you know, most Airlines are so crowded at this time that employees sometimes forget to extend that extra amount of courtesy which the public loves. On your airplane I was real pleased to find that this old time courtesy is still being practiced, and even though we stopped several times enroute to Phoenix it was still an exceptionally pleasant trip.

I would like to especially commend the real fine Stewardess who was on board during the flight. She is a real terrific gal and I am sure she will go places with your Company.

Yours very truly,
William F. Farrell,
Transportation Superintendent,
City of Santa Monica, California

BEATTIE NAMED CHAIRMAN OF AIRLINE EDITORS

Dave Beattie, editor of the Big B, has been elected chairman of the Airline Editors Conference of the Air Transport Association. The election was held at the groups annual meeting in Boston on June 11-12.

Beattie, Director of Printing and Publications, has been with Bonanza since August, 1958. Prior to that time, he was employed by Ozark Air Lines, in St. Louis.

The Airline Editors Conference is an ATA sponsored group consisting of the editors of company publications of the scheduled airlines of the U.S. The 1959 meeting was held on campus at Boston University's School of Public Relations.

FULL LOADS on Silver Dart flights are well indicated on this space control chart . . . pointed out by Emma Eslas, LAS Res.

EDITORIALLY SPEAKING

We are back from Boston. The annual meeting of the Airline Editors Conference of the Air Transport Association. We are now chairman. Power politics. Popular demonstrations. Viewing with alarm. Campaign promises.

A word of advice to anyone travelling on pass. Bring a lunch to tide you over waiting to get on the airplane. We had the opportunity of seeing first hand how good is business on TWA. Capacity loads most everywhere. Everyone was wonderfully nice, but that paper does say NRSA, and if the S isn't A, you don't go.

A word, too, of thanks. To TWA and their kind people. TCIK is the motto. The Customer Is King. One feels at least like a prince of the blood, being plied with smiles and goodies on the airplane, and with courteous efficiency on the ground. We were specially impressed with the way a bomb hoax was handled at New York's La Guardia Field. What could have been a panicky mob scene was a mere interesting interlude. Bags were inspected quickly, questions answered calmly. Everyone, including a young red headed agent-in-training, reflected the best traditions of our business.

New man in the Print Shop is well known LASGO mail orderly, Fred Judd. We noted recently he and printer Pauline Hunt with their heads together over what seemed to be a batch of freshly done Greek 100 drachma notes. If you receive a 100 drachma bill in your change, examine it closely. We suspect this pair.

The big shuffle . . . of station personnel . . . is over. For some several months we have received bulletins advised of the transfer of manager A to station B, ad infinitum. Now it is all settled down, and Superintendent of Stations Bernie Novia has issued a grand long list of who is where. All this in case you, friend station managers, had wondered why no recognition was given your transfer and/or promotion. It was all too confusing.

Seems our once lonely Provo friend, John Puskarich, attracted national attention, if not world-wide, to his solitary plight. His article in the February/March Big B was picked up by Airlift magazine, and reprinted in part, with the notation that there are still one man stations. We understand that John has two, count them, two helpers now. So all's well that ends well. If they are not lynched by the local C of C for describing Provo as "dead, dead, dead."

We were on hand for the recent airborne wedding of Capt. and Mrs. Rogers, at Las Vegas, mentioned elsewhere in this issue. An airplane seems at first an unusual place to be married, but a bit of thought will engender some fine points in its favor. Compared with a view of the mountains and desert from ten thousand feet, the finest cathedral seems just a bit tinselly . . . the working song of a pair of R-1830s makes music to compare, at least in volume, to any church organ . . . plus the possible benefit of being a couple miles closer to Heaven. We urge that betrothed couples give serious consideration to this excellent and fitting way of starting life together.

—Dave Beattie

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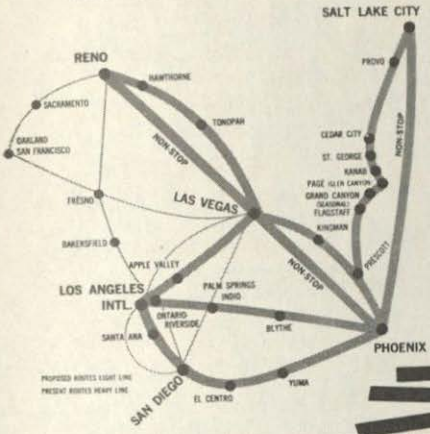

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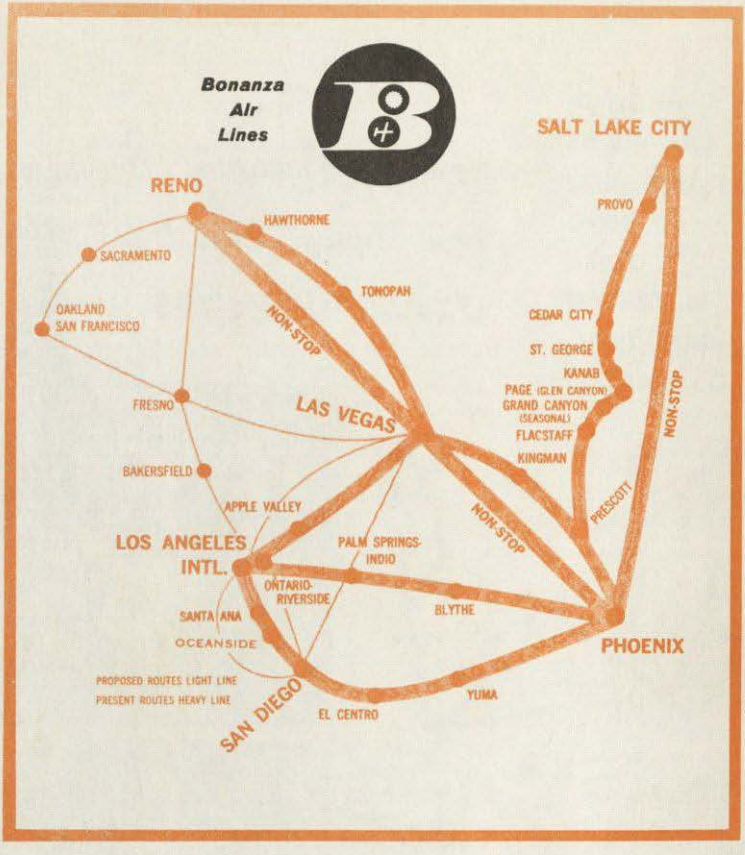

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